

**Subject:** RE: Introduction - New Community Business Manager for Central Area  
**From:** Kerry Morrison <Kerry@hollywoodbid.org>  
**Date:** 10/10/2017 07:22 PM  
**To:** Max Reyes <max.reyes@lacity.org>, Wilshire Center BID <info@wilshirecenter.com>  
**CC:** Joseph Mariani <joe@hollywoodbid.org>, Lorin Lappin <Lorin@hollywoodbid.org>

Max, terrific to meet you.

I'll have Lorin send you the agenda for the next Hollywood meeting (Oct 19) and Sunset meeting (Nov 14).

Kerry

---

**KERRY MORRISON**  
*Executive Director*

[ Hollywood Property Owners Alliance ]  
6562 Hollywood Blvd | Los Angeles, CA 90028  
323.463-6767 | [kerry@hollywoodbid.org](mailto:kerry@hollywoodbid.org) | [onlyinhollywood.org](http://onlyinhollywood.org)

**From:** Max Reyes [mailto:max.reyes@lacity.org]  
**Sent:** Tuesday, October 10, 2017 1:43 PM  
**To:** Wilshire Center BID <info@wilshirecenter.com>  
**Cc:** Kerry Morrison <Kerry@hollywoodbid.org>; Joseph Mariani <joe@hollywoodbid.org>  
**Subject:** Re: Introduction - New Community Business Manager for Central Area

Thank you, Mike! It was a pleasure to meet you and looking forward to working with you.

Kerry and Joe, great to e-meet you! As Mike mentioned, I'm the Community Business Manager covering the Central Area for the Mayor's Office of Economic Development.

I'd love the opportunity to come by your next BID Board Meeting to briefly introduce myself. Just let me know if that would work when you can.

Looking forward to working with you!

Best,  
Max

On Fri, Oct 6, 2017 at 10:24 AM, Wilshire Center BID <[info@wilshirecenter.com](mailto:info@wilshirecenter.com)> wrote:

Hi Kerry & Joe,

I hope you are both doing well. I've been reading a lot of good news over here about the big Hollywood BIDs merger. Congratulation to your whole team! I look forward to hearing about all the great things that come out of this effort.

I wanted to introduce you to Max Reyes (cced). Max is the new Community Business

Manager for Central Area in the Mayor's Office of Economic Development. He is doing his due diligence in the Central Area and meeting with all the BIDs. He is hoping to get acquainted and learn more about the Districts.

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://facebook.com/wilshirecenter)  
[213-487-7003](tel:213-487-7003)  
3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010

--



**Max Reyes**  
**Community Business Manager**  
Office of Economic Development  
Mayor Eric Garcetti  
(213) 473-9774  
[max.reyes@lacity.org](mailto:max.reyes@lacity.org)

Check out our new [Business Portal](#) for resources and info on starting or growing your business in LA!